Cable
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ECA/P:RRUTH
ECA: MCROWLEY
IIP-ECA/IT: VRICHE
AF/PD: PHAWKINS
EAP/PD: JBOOKBINDER
EUR/PPD: MOKEEFE
NEA/PD: PAGNEW
SCA/PPD: MBLOCKER
WHA/PD: MCOFFIN
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UNCLAS STATE 088904

FOR PAO
IMO
IRC DIRECTORS

E.O. 12958: N/A
TAGS: AADP, AINT, AMGT, IMO, KIRC, KPAO, OIIP
SUBJECT: DEPLOYMENT OF THE MISSION ACTIVITY TRACKER FOR
PUBLIC DIPLOMACY

REF: 07 STATE 083500

1. Summary: This cable provides detailed information on the
Mission Activity Tracker (MAT), announced REFTEL. MAT is a
global, web-based, interactive system on OpenNet designed to
collect and report mission-related Public Diplomacy (PD)
activity data. MAT will be deployed to Posts worldwide
beginning in June 2007 and concluding by October 2007.
The June deployment schedule is available at
http://exchanges.state.gov/PDEO/descriptions.htm. Schedules
for the remainder of the deployment cycle will be posted as
soon as they are available. Further information on
deployment,
available training and support is included below. Please note
PAO Action Item in Paragraph 5. PAOs need to identify a MAT
Administrator at Post and forward the Administrator,s name
and e-mail to MATinfo@state.gov. The Administrator will then
receive MAT account access that will enable him or her to
designate additional users at Post. MAT is designed to
replace the RESULTS database. Data stored in RESULTS will
be available through MAT via a link in the &Tracker8 tab.
Upon receiving MAT, Posts should immediately begin to use
MAT as their primary tracking and reporting system and stop
using RESULTS, except to access archived information.
(End Summary)

2. Background

A. The Mission Activity Tracker (MAT) is a global, web-based,
interactive system on OpenNet designed to collect and report
mission-related Public Diplomacy (PD) activity data. MAT will
gather qualitative and quantitative data relevant to all PD
activities conducted at Posts that reach foreign audiences.
MAT will collect data relevant to PD initiatives (such as
themes, objectives, results, audience demographics and press
coverage) and enable systematic and consistent reporting by
Posts around the world.

B. The MAT application will produce reports to support
performance measurement, monitoring and evaluation, strategic
management and knowledge sharing. Reports will summarize
information on PD programming, such as audiences reached,
media outreach and placements, and PD results. MAT is
designed so users can search and produce reports combining
any fields stored within the system.

C. A number of missions, as well as the public diplomacy
offices in the Regional Bureaus, have participated in the
development of MAT. Eight Posts were visited -- Lima,
Seoul, Nouakchott, New Delhi, Cairo, Alexandria, Ankara and
Istanbul) and participated in MAT Pilots, providing
feedback
that was critical to the development of the system. MAT will

be deployed to all Posts by October 2007.

3. More about MAT

MAT is a centrally-supported, password-protected web-based
application (http on port 80) that is accessed and used via
the Department,s Intranet at http://pdmat.state.gov. Only
OpenNet users can access MAT. MAT does not require users
to download or install software to their desktops. MAT has
been approved by the IIP and ECA Local CCB
(http://iip.state.gov/pd/ccb/ccbapp02.nsf/
 9ac9b41f1551c16f85256e4b0080d9b9/
4f536c4366b5b19d852572ed00530d3c?
OpenDocument&Highlight=0,mat) and is pending approval
by the Department,s IT CCB. MAT is a product of the
Office of Information Technology for IIP and ECA
(IIP-ECA/IT) and the Public Diplomacy Evaluation Office
(PDEO).

4. 2007 MAT Deployment

MAT will be deployed to 28 Posts in June, 80 Posts in July
and August, and all remaining Posts in September. Deployment
schedules have been developed in coordination with the
Department,s Regional Bureaus. The June deployment schedule
is
available at
http://exchanges.state.gov/PDEO/descriptions.htm.
Schedules for the remainder of the deployment cycle will be
posted as soon as they are available. MAT 2.0 will be the
initial version deployed in June. Your feedback on MAT
functionality and performance is important to us and will
directly contribute to future MAT releases. The MAT team
will regularly update the application based on your feedback.
Small incremental updates will occur throughout the remainder
of this fiscal year. A full version update with planned
functionality improvements is scheduled for early FY 2008.
The Public Diplomacy Evaluation Office will review and
approve all updates. The fundamental functionality of MAT
will not change as we enhance the application.

5. Obtain a MAT User Account (ACTION REQUESTED)

The MAT application team in IIP-ECA/IT will provide each
Post with one MAT Administrator account. This account will
typically be assigned to an employee in the Public Affairs
Section, unless otherwise directed by Post. The person
assigned the Administrator account will have the ability
to create and assign additional MAT accounts for all PAS
FSNs and FSOs, as well as exercise oversight over all
Post information entered into MAT. ACTION FOR PAO: Please
email the name and email address of Post,s designated
MAT Administrator to MATinfo@state.gov. Please see
http://pdmat.state.gov/training/page7976.html for more
information on the Post Administrator,s role in creating
user accounts.

6. Accessing Information in MAT

All information entered into MAT at Post is viewable by
all approved users at that Post. Post managers must
specifically denote an entry in MAT as &Approved8 to make
the entry viewable by users outside of Post or to include

the entry in Department-wide reports. Please see
http://pdmat.state.gov/training/page3552.html for more
information on the approval process and access controls
for MAT entries.

7. Training

MAT has been designed to be highly intuitive. Training is
available in several formats to facilitate adoption of
MAT at Posts:

A. An online MAT training course is accessible via the
MAT Login Page: http://pdmat.state.gov.
B. CD copies of the training will be delivered to your
Post so that users can take the training without
impacting local bandwidth.
C. Starting June 21, 2007, all FSOs and FSNs taking
general PD training classes at FSI will receive a
briefing on and demonstration of MAT.

8. Support

Users can send requests for assistance to the MAT support
team by clicking the application,s &Info8 link and then
selecting the &Report an Issue8 tab. Users should answer
all of the questions within the &Report an Issue8 tab and
click the &Send8 button to submit their issue. Once
received, a UTT ticket will be created to document and
track resolution. Users may also create a Help Desk ticket
by calling the Department,s IRM InfoCenter (202-647-7760)
and providing the necessary information. Please note,
however, that all MAT tickets received by the InfoCenter
will be transferred to the MAT support team. MAT provides
users with the following tools to receive further
details and support:

A. Frequently Asked Questions (FAQs) will be addressed
via MAT,s &Info>FAQ8 link.
B. A complete list of application modifications will
be provided via MAT,s &Info>Release Notes8 link.

9. MAT,s Impact on RESULTS

MAT is designed to subsume the RESULTS database. At this
time, a link to the RESULTS database is available via
the MAT &Tracker8 tab. Posts may use this link to access
results data. The RESULTS database will be decommissioned
following full deployment of MAT) tentatively scheduled
for October 1, 2007. Prior to decommissioning, data from
RESULTS will be migrated to MAT so that post staff can view
 and retrieve past entries. Upon receiving MAT, Posts
should immediately begin to use MAT as their primary
tracking and reporting system and stop using RESULTS,
except to access archived information.

10. Questions about the MAT deployment should be directed
to MATinfo@state.gov. Further details on MAT are available
at http://exchanges.state.gov/PDEO/descriptions.htm.
RICE

NNNN

End Cable Text

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